

REQUEST FOR PROPOSALS

The Town of Chapel Hill and the Chapel Hill Downtown Partnership are seeking proposals from qualified planning/architectural firms for assistance in preparing a Downtown Master Plan with particular emphasis on identifying strategic investment and redevelopment opportunities in Downtown Chapel Hill. In preparing to consider possibilities for Downtown Chapel Hill, it is imperative that the 2000 Downtown Small Area Plan be reflected on. This past planning initiative can provide some framework for things that have been accomplished in downtown in the last decade.

The analysis of strategic properties should include proposed uses, suggested means of developing the properties into the recommended uses, and local, State, and Federal tools available to the Town and Partnership to accomplish the development process. In addition, a land use analysis and municipal infrastructure analysis should also be a part of the Plan. In consideration of future land uses, 2035 projections from the Town's Planning Department should be considered as what percent of that future growth can occur downtown. Impediments to development should be identified as well as potential incentives to develop in Downtown Chapel Hill. The Town has adopted a Streetscaping Plan and is developing a Wayfinding Plan, both of which should be compatible with the Master Plan. The University of North Carolina Foundation is undertaking the redevelopment of University Square, a 12.5 acre parcel in Downtown in cooperation with Cousins Properties, Inc.. The Downtown Plan must be complementary to the University Square Master Plan and reflect its objectives and ultimate development scheme. The two documents should be identical in their recommendations for University Square and its relationship to Franklin Street and the remainder of Downtown Chapel Hill. The Downtown Partnership and the Town of Chapel Hill completed Parking Study in 2008 and a retail Market Analysis in June of 2009 and can be referenced and used as a part of this initiative.

Responses to this request should be sent to Dwight Bassett, Economic Development Officer, Town of Chapel Hill, 405 Martin Luther King, Jr Blvd, Chapel Hill, NC 27514 and Jim Norton, Executive Director, Chapel Hill Downtown Partnership, 308 W. Rosemary St. #202, Chapel Hill, NC 27516 on later than 5 pm November, 20th, 2009. The Town and Partnership reserve the right to select a firm to assist in the Plan's preparation or may reject all proposals.

DRAFT

Downtown Master Plan Outline

I. Introduction

- A. Purpose
- B. Methodology
- C. Organization

II. Background

- A. Economic Development Office/Downtown Partnership
- B. Current Plans
- C. University Square, Greenbridge, 140 West Franklin Status

III. Land Use Analysis (existing and future, as related to growth and investment)

- A. Retail

- B. Restaurant/Entertainment
- C. Office
- D. Residential
- E. Parking
- F. Vacant/underutilized
- G. Open Space
- H. Parking (including future demand and current needs)

IV. Municipal Infrastructure Analysis

- A. Streets
- B. Sidewalks
- C. Streetscape
- D. Lighting
- E. Open Space/Community Event space
- F. Parking
- G. Water/Sewer/Fiber Optics/Wi-Fi
- H. Zoning/Permitting/Development Review
- I. Vehicular, pedestrian bicycle and transit for both existing and future conditions should be analyzed to better understand future development impact on the environment. Alternate access and parking should be reviewed to determined best strategies.

V. Strategic Properties

- A. Identification
- B. Acquisition/Control Techniques/Memorandum of Understanding
- C. Future Uses

VI. Implementation

- A. Local tools/needed/CHDP empowerment
- B. State tools
- C. Federal Tools
- D. Private Sector Involvement
- E. Ask Council to adopt as a component of the Comprehensive Plan and to consider rezoning of key properties as so identified.